



# STRENGTHENING OUR CORE

CMG Superbrands exercised strength with the CMG Radio division racking up an unprecedented 17 Marconi Radio Award nominations, and five wins. Meanwhile the newly created Fans 1st Media, which includes Rare.us, FanBuzz.com and ClarkHoward.com, hit 50 million user visits in July and is on pace to generate \$6 million in revenue.



“Our progress on the digital front continues to amaze and be the envy of competing companies. I don’t see that slowing down as we refine compensation plans, ramp up Interactive Advertising Bureau certification for our sellers, gain audience insights from social media, and continually experiment and discover on the content and revenue front. And we are doing all of this in masterful form as we take care of our core businesses.” — **BILL HOFFMAN, COX MEDIA GROUP PRESIDENT**

With properties in newspaper, radio, television and digital media, CMG continued to outpace competitors, growing its aggregate audience share across all platforms. Much of that growth can be attributed to digital synergy and mobile technology, since 70 percent of its total television digital audience consumes content on a mobile device.

## BUILDING A DIGITAL AUDIENCE

One of the most exciting areas of growth is in stand-alone digital properties, which are now united under the Fans 1st Media banner. Four properties — the political/news site Rare.us, the consumer-oriented ClarkHoward.com, the SEC sports site FanBuzz.com and a popular content collector site called Faves.com — are part of Fans 1st. Rare.us in particular has logged impressive growth, hitting 45 million visitors each month, and setting a course to become a \$40 million to \$50 million a year business within four to five years.

## TAKE A BOW

For CMG Radio, 17 nominations for the National Association of Broadcasters Marconi Radio Awards represented 10 markets it serves. Its radio division won for:

- Adult Contemporary Station of the Year: WDUV-FM in Tampa, Fla.
- Classic Hits Station of the Year: KONO-FM in San Antonio, Texas
- Medium Market Personality of the Year: Dan Potter at KRMG-AM in Tulsa, Okla.
- Medium Market Station of the Year: KRMG-AM in Tulsa, Okla.
- News/Talk Station of the Year: WSB News-FM/AM in Atlanta, Ga.

This unprecedented number of nominations shows that CMG’s radio Superbrands make a difference, and it’s a testament to CMG Radio professionals’ commitment to informing, inspiring and entertaining their audiences.

Rare.us has built an impressive audience via social media distribution, with articles cross-posted to Facebook, Twitter and other social platforms. Originally, the site operated on a low-cost curation model, but now does its own reporting and content creation. Rare Country, which launched in the second quarter of 2015, is on a similar trajectory and has tremendous potential for the future.

While ClarkHoward.com may be a well-known brand, it’s new to the Fans 1st portfolio. Since moving from CMG’s Radio division in March 2015, ClarkHoward.com has seen its audience double with renewed focus on the digital platform.



### EMPLOYEE VOICES BEST MEMORIES OF 2015

My best memory of 2015 was when Valpak partnered with KaBOOM! and built an entire playground for the Boys & Girls Club of Tarpon Springs. After the children had arrived at the club, they all came out at once to see their new, shiny playground — that they designed! The looks on their faces ... well, I bawled like a baby!

**TAMI ORR**  
Valpak  
Tampa, Fla.

The best memory for me was getting in and out of chairs without pain or worry while holding my two granddaughters. I had both knees replaced, but thanks to the short-term disability insurance I signed up for when I joined the Statesman, my paycheck continued while I was out on two six-week medical leaves. My manager and co-workers were also supportive, covering my desk and cheering on my rehab.

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